

Home Furnishings Calendar 1950

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HOME FURNISHINGS CALENDAR

HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors on national trade and consumer publications. This list covers decorating, appliances, food, building, gardens - every phase of the home furnishings field. To yearly subscribers this list is free. Non-subscribers pay \$25 for it. Additional copies are \$5 each to yearly subscribers. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 29 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW A showing for the press of this new line will be given on this date. Space savers and closet accessories in Hollywood, a printed Satintone in striking gay colors on white and pastel grounds, will be shown. These will be launched, countrywide, on August 20 and will be shown to buyers at the Housewares Show in Atlantic City in July, but the press are invited to see them in the comfort of an air-conditioned showroom. Publicity: Genevieve Smith, Reiss Advertising, PL. 7-8030.	E-Z-DO & PRINCESS HOUSE	261 FIFTH AVENUE
Thursday June 29 Going on	NEW OUTDOOR FABRIC A new vinyl resin cloth, which simulates Javanese natives' hand-woven grass, has just been introduced by Schumacher to meet the increasing demand for summer furnishings materials. Special flake markings achieve the hand-woven effect on this durable embossed cotton fabric which may be used either for wallcovering, upholstery or slipcovers. It is called "Java" and comes in eleven colors, 50 inches wide, through interior decorators and the decorating departments of stores. Publicity: Ruth R. Maybank, Baldwin & Mermey, MU. 4-4540.	F. SCHUMACHER & CO.	60 WEST 40TH ST.
Thursday June 29 Just out	NEW TELEVISION SET A new 16" rectangular tube television receiver in a metal cabinet grained to resemble mahogany has just been put on the market for less than \$190. Publicity: S. Olchak, Air King Products Co., 170-53rd St., Bklyn 32, N.Y.	AIR KING PRODUCTS CO.	BROOKLYN, N.Y.
Saturday July 1	SUMMER ISSUE OUT The Summer issue of Modern Lamps, the merchandising quarterly, will be distributed to retailers at the New York Lamp Show, July 9-14, Hotel New Yorker, and the California Lamp Show, July 16-19, Biltmore Hotel, Los Angeles. Editorial closing date, June 15th. This issue will feature a round-up report from the contemporary shops and symposium on modern ceramics and leading ceramists. Contact: Barbara Baer, Editor, MU.5-3744.	MODERN LAMPS	114 EAST 32ND ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 1-7	NATIONAL ICED TEA WEEK. SPONSOR: TEA BUREAU, 500 FIFTH AVE., NEW YORK 18.		

WEEK BEGINNING MONDAY, JULY 3, 1950

July 4	INDEPENDENCE DAY (Tuesday); LEGAL HOLIDAY EXCEPT IN NEVADA.		
Wednesday	PRESS PREVIEW	GIMBEL BROS.	33RD & 6TH AVENUE
July 5 3:00 P.M.	Over seven hundred winning entries in the National Scholastic Art Award which is conducted in every high school in the country, Alaska and Hawaii, will be shown to the press on this date and thereafter be open to the public, in Gimbel's Auditorium. Contact & Publicity: Alan Koehler, LO. 5-1500.		
Thursday July 6 Just out	BOOK ON HERB COOKERY	DOUBLEDAY & CO.	14 WEST 49TH STREET
	A new book on how to cook with herbs, "The Art of Cooking with Herbs and Spices," by Milo Miloradovich, will be out on this date. Publicity: Louise Thomas, CI. 6-1700.		
July 7- July 12	NORTHWEST FURNITURE MFRS. ASS'N. TRADE SHOW, OLYMPIC HOTEL, SEATTLE, WN. CONTACT: A. M. CARNEY, 1803 N. LIFE TOWER, SEATTLE, WASHINGTON.		
July 7-15	NAIROBI IDEAL HOMES AND TRADES EXHIBITION, NAIROBI, AFRICA.		
Sunday July 9- July 14	NEW YORK LAMP SHOW	LAMP MANUFACTURERS	HOTEL NEW YORKER
	Hours will be extended this year to give buyers a better opportunity to cover the exhibits. Hours: Sunday, July 19, 1 to 6 P.M.; Monday, Wednesday and Thursday, 9 A.M. to 6 P.M.; Tuesday, 9 A.M. to 9 P.M.; Friday, 9 A.M. to 4 P.M. Contact: George F. Little Management, MU. 9-7147. Publicity: Catherine Blondin Assoc., MU. 9-7360.		

WEEK BEGINNING MONDAY, JULY 15, 1950

Monday July 10- July 14	ARMORY FURNITURE SHOW	ORKIN EXPOSITIONS MGMT.	71ST REG. ARMORY
	Seventy-four manufacturers of case goods, living room furniture, juvenile furniture and some accessories will exhibit. Contact: William S. Orkin, Orkin Expositions Management Co., 8 West 40, BR. 9-0993.		
Monday July 10- July 14	NATIONAL HOUSEWARES SHOW	NATL. HSWRS. MFRS. ASSN.	ATLANTIC CITY, N.J.
	These dates have been set for the National Housewares and Home Appliance Show this summer. Contact: A.W. Buddenberg, 1140 Mdse. Mart, Chicago 54.		
Monday July 10- July 14	NEW ITEMS TO BE SHOWN	EKCO PRODUCTS COMPANY	ATLANTIC CITY, N.J.
	Approximately 50 new items will be shown by this concern at the National Housewares Show as well as a representative cross-section of its complete lines. A featured item will be the Ekconomic low-pressure cooker and sterilizer which recently won the National Home Safety Award. Publicity: Carl Byoir & Associates, Inc., 33 LaSalle Street, Chicago 2, Illinois.		
Monday July 10- July 15	NEWLY DECORATED SHOWROOM	JAMES LEES & SONS CO.	295 FIFTH AVENUE
	Rushed to completion for the current "unofficial" Summer Carpet Market, the newly remodeled Lees showroom is now ready for Carpet Market Week. Under the direction of Raymond Loewy Associates, the entire area has been changed to take care of more customers at one time and has been newly decorated and carpeted. Publicity: Wilmer D. Cressman, Pub. Rel. Mgr., James Lees & Sons Co., Bridgeport, Pennsylvania.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 10- July 15	TRAVELING HOUSE CONSTRUCTION EXHIBIT A traveling exhibit which displays good house construction will be shown. Sponsored by the Central Mortgage and Housing Corp. of Ottawa, Ontario, the exhibit was engineered by the T. Eaton Co., Ltd. of Toronto. After leaving Calgary it will appear at the following places: Edmonton, July 17-22; Saskatoon, July 24-29; Regina, July 31-Aug. 5; Toronto, Aug. 25-Sept. 9; London, Sept. 11-16; Toronto, Nov. 14-22. Contact: Mr. B.E. Mercer, T. Eaton Co., Ltd., College St., Toronto 1, Canada.	CENTRAL MORTGAGE & HOUSING CORPORATION	CALGARY EXHIBITION CALGARY, CANADA
July 10- July 15	ANNUAL SUMMER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, NEW YORK. CONTACT: MR. J. J. MELNIKER, 206 LEXINGTON AVE., MU. 5-1160.		
July 10- July 15	ANNUAL CARPET MARKET WEEK, INDIVIDUAL SHOWROOMS, NEW YORK CITY. CONTACT: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Monday July 10- July 22	SOUTHERN FURNITURE MARKET This market will be held this year in the newly-completed Exposition Building addition as well as in the original Exposition Building. These structures are connected on all floors and the new addition will make it possible to accomodate over 100 new lines. July 10 is Press Day with opening ceremonies at 8 A.M. A reception for special guests will be held late that day at the Emerywood Country Club. Contact: Paul W. Casey, General Manager, Exposition Bldg., High Point, N. C.	EXPOSITION BUILDING	HIGH POINT, N.C.
Monday July 10- July 22	NEW SHOWROOM At the Southern Furniture Market this year, Lees will exhibit its line in a new and larger showroom designed for them by Raymond Loewy in the new wing of the Southern Furniture Exposition Building on the first floor near the elevators. Publicity: Wilmer D. Cressman, Pub. Rel. Mgr., James Lees & Sons Company, Bridgeport, Pennsylvania.	JAMES LEES & SONS CO.	HIGH POINT, N.C.
Thursday July 13 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF MODERN DINNERWARE These concerns will present two collections of modern dinnerware, designed by Anton Refregier and Charles Cobelle, to members of the press, at the Park Lane Hotel, 299 Park Avenue. By invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	UNIVERSAL POTTERIES, INC. & PADEN CITY POTTERY CO.	PETIT SALON PARK LANE HOTEL
Sunday July 16- July 19	CALIFORNIA LAMP SHOW The success of the January Lamp Show leads the management to expect a 2000 attendance at this second show, the only lamp show west of Chicago. More than 200 individual lines, drawn from national, local and import sources will be exhibited under one roof at the same time as the California Curtain & Drapery Show. A new category, pictures, is to be added this season. Contact: Woody C. Klingborg, 1151 S. Broadway, Los Angeles, Cal.; Publicity: Medberry & Barth, 860 S. Los Angeles St., Los Angeles 14.	L.A. TRADE FAIR	BILTMORE, L.A., CAL.
Sunday July 16- July 21	CHINA, GLASS, POTTERY SHOW The second annual China, Glass & Pottery Show will open at 1 P.M. on July 16 and close at 1 P.M. July 21. Hours on other days, 9 A.M. to 6 P.M. For the convenience of buyers, domestic dinnerware will be on the 8th floor, domestic glassware on the 7th floor; art china and pottery on the 6th floor and import lines on the 5th floor. Contact: George F. Little Management, MU. 9- 7147.	GEO. F. LITTLE MNGMT.	HOTEL NEW YORKER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 16- July 21	ALLIED LINENS AND DOMESTICS SHOW, HOTEL BILTMORE, NEW YORK CITY. CONTACT: HAROLD SADEV, FRANK & SADEV, PE. 6-9451.		
Sunday July 16- July 21	CALIFORNIA CURTAIN & DRAPERY SHOW	LOS ANGELES TRADE FAIR 1151 SO. BWAY, L.A. CAL.	INDIV. SHOWROOMS LOS ANGELES, CAL.
	New products, new designs and new techniques in processing will be pre-viewed at this summer exhibition. A central registration and information booth will be maintained in the Alexandria Hotel throughout the showing. A special evening of entertainment is planned for Tuesday, July 18, at the Biltmore Ballroom. As in the past, showrooms will be open on Sunday. Contact: Joseph Lockwood, Los Angeles Trade Fair, 1151 S. Broadway, Los Angeles; Publicity: Medberry & Barth, 860 S. Los Angeles St., Los Angeles 14, California.		

ADVANCE DATES AND NOTICES

July 17- July 21	SUMMER FURNITURE MARKET, LOS ANGELES, CALIFORNIA. CONTACT: J. J. COWEN, 2155 EAST 7TH STREET, LOS ANGELES, CALIFORNIA.		
Monday July 17	RETAIL SALES STOPPED	PASCOE, INC.	10 WEST 55TH STREET
	On this date retail sales will be discontinued at Pascoe's showroom which will confine itself to serving the professional and wholesale trade. To-day's House, 53 East 34th St.; Bamberger, Harand, Queens; Cahan & Lowe, Brooklyn, are among the metropolitan New York outlets that will now carry Pascoe furniture at retail. Publicity: Louise Sloane, TR. 4-6182.		
July 19- July 22	ANTIQUES FAIR, TOWN HOUSE, PETERBOROUGH, NEW HAMPSHIRE. CONTACT: DR. & MRS. GEORGE CLYMER, DIRECTORS, PETERBOROUGH, NEW HAMPSHIRE.		
Friday July 21	NEW EDITORIAL SLANT	CHARM MAGAZINE	122 EAST 42ND ST.
	With its August issue, out on this date, Charm Magazine has adopted a new editorial concept - the Magazine for Women Who Work. One of its features will be a Housekeeping Department, directed by Charlottes Adams, which will pay close attention to the problems of the working woman who runs a home and holds down a full-time job at the same time. It will attempt to make her housekeeping job an easier one. Publicity: Addie Weinerman, Assoc. Prom. Dir., Pub. Rel., MU. 3-8910.		
July 22- July 28	NATL. DOMESTICS LINEN SHOW, HOTEL NEW YORKER, NEW YORK CITY. CONTACT: MRS. G.R. WIGFALL, NATIONAL EXHIBITORS, LANSDALE, PENNA.		
July 23- July 27	WASHINGTON GIFT SHOW, HOTEL WILLARD, WASHINGTON, D. C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 200 FIFTH AVENUE, MU. 9-7147.		
July 23- July 27	GREATER CAPITAL GIFT SHOW, HOTEL HARRINGTON, WASHINGTON, D. C. CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO, ILLINOIS.		
July 23- July 28	NEW YORK CURTAIN & DRAPERY SHOW, HOTEL NEW YORKER, NEW YORK, N. Y. CONTACT: MRS. G. R. WIGFALL, NATIONAL EXHIBITORS, LANSDALE, PENNA.		
July 23- July 28	KANSAS CITY GIFT SHOW, KANSAS CITY, MISSOURI. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 23- July 28	THE CALIFORNIA GIFT SHOW Exhibitors will display at the Merchandise Mart, Brack Shops, Alexandria Hotel and Biltmore Hotel this year. Publicity: Medberry & Barth, 860 S. Los Angeles St., Los Angeles 14, Calif.; Contact: Woody C. Klingborg and Joe Lockwood, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles.	L.A. TRADE FAIR	LOS ANGELES, CAL.
July 23- July 29	LOS ANGELES TRADE FAIR, ALEXANDRIA HOTEL, LOS ANGELES, CALIFORNIA. CONTACT: WOODY KLINGBORG, L.A. TRADE FAIR, 1150 SO. BWAY, LOS ANGELES.		
July 24- July 27	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDIT. ATLANTA, GEORGIA CONTACT: FOSTER STEWARD, 1492 PEACHTREE ST., N.W., ATLANTA, GEORGIA.		
July 24- July 29	CRAFTSMAN'S FAIR OF THE SOUTHERN HIGHLANDS, GATLINBURG, TENNESSEE. SPONSORED BY SOUTHERN HIGHLAND HANDICRAFT GUILD AND SOUTHERN HIGHLANDERS.		
Monday July 24- July 28	SUMMER FURNITURE MARKET Various special events have been planned for the Market. On Monday, July 24, the Furniture Club's second annual cocktail party will be held from 5:30 to 7:30 P.M. in the Mart Club Auditorium. Open to retail furniture dealers and buyers. The Furniture Retailers Seminar will be held on Tuesday, July 25, at 6 P.M. in the Mart Club Auditorium. This is open to retailers only. On Wednesday, July 26, the Western Radio-Television and Appliance Trade Dinner will be held at 6 P.M. in the Mart Club Auditorium; open to all members of the trade. Contact: A. Cameron Ball, Western Merchandise Mart, 1355 Market St., San Francisco, California.	WESTERN MERCHANDISE MART	SAN FRANCISCO, CAL.
July 27- July 30	INTERNATIONAL HARDWARE SHOW, CHICAGO, ILLINOIS. CONTACT: F.M. HOGAN, 28 E. JACKSON BLVD., CHICAGO, ILLINOIS.		
July 30- Aug. 2	NEW YORK STATE GIFT & ART SHOW, HOTEL POWERS, ROCHESTER, N.Y. CONTACT: EUGENE RICHARDSON, 683 ATLANTIC AVENUE, BOSTON, MASSACHUSETTS.		
July 30- Aug. 3	NATIONAL ASSOCIATION OF VARIETY STORES TRADE SHOW, LA SALLE, CHICAGO, ILL. CONTACT: M.E. SMITH, 1416 MERCHANDISE MART, CHICAGO, ILLINOIS.		
July 31- Aug. 10	BED COVERING & LINEN SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. CONTACT: WALTER OLLMAN, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Monday July 31- Aug. 11	FIFTIETH SEMI-ANNUAL CHICAGO GIFT SHOW Approximately 100 additional exhibit rooms at the La Salle Hotel will be used this season to accomodate the many prominent firms who wish to display their merchandise, bringing the total of exhibits to about 350. There will be a dinner-dance on Thursday, August 3rd, at the Palmer House and a cocktail party on Tuesday, August 8 at the La Salle Hotel. Contact: George F. Little Management, 200 Fifth Ave., New York 1, N.Y., MU. 9-7147.	EASTERN MANUFACTURERS & IMPORTERS EXHIBIT, INC.	PALMER HOUSE LA SALLE HOTEL
Monday July 31- Aug. 11	MERCHANDISE MART GIFT MARKET Gifts, china, glass and pottery will be shown at this market. Giftwares for the home are expected to be emphasized. New patterns in handmade table glassware, china and pottery dinnerware will be available. Publicity: Robert B. Johnson, Promotion Dept., Mdse. Mart, Chicago 54, Ill.	MERCHANDISE MART EXHIBITORS	MERCHANDISE MART CHICAGO, ILLINOIS
July 31	REGISTERED CALIFORNIA GIFT SHOW, HOTEL MORRISON, CHICAGO, ILL., TO AUG. 11.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 31- Sept. 22	SALES TRAINING SCHOOL TO START Under the sponsorship of the Southern Retail Furniture Assn., a training school stressing salesmanship, furniture woods, furniture designs, laminated and solid woods, case goods construction, furniture fabrics, upholstered furniture construction, floor coverings, furniture trends, color harmony and so forth will be held for eight weeks. Contact: John H. Tobin, secretary, Southern Retail Furn. Assn., High Point, N.C.	SOUTHERN RETAIL FURNITURE ASSOCIATION	HIGH POINT NORTH CAROLINA
Aug. 1-5	CRAFTSMEN'S FAIR OF LEAGUE OF NEW HAMPSHIRE ARTS & CRAFTS, GILFORD, N.H.		
Sunday Aug. 6- Aug. 9	SAN FRANCISCO GIFT SHOW The Western Gift, Jewelry, Toy & Housewares Show will be held on these dates. Contact: Kay Leber, Show Manager, 1355 Market St., San Francisco.	WESTERN MERCHANDISE EXHIBITORS ASSOCIATION	CIVIC AUDITORIUM SAN FRANCISCO, CAL.
Aug. 6- Aug. 10	BUFFALO GIFT & ART SHOW, HOTEL STATLER, BUFFALO, NEW YORK. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Monday Aug. 7- Aug. 19	EXHIBIT TO OPEN Ekco Products Company will share exhibition space at the International Trade Fair with its subsidiary, Platers and Stampers, Ltd., of England. All the latter's products will be shown. Publicity: Carl Byoir & Associates, Inc., 33 No. La Salle St., Chicago 2, Illinois.	IKCO PRODUCTS CO.	NAVY PIER, CHICAGO
Monday Aug. 7- Aug. 19	FIRST UNITED STATES INTERNATIONAL TRADE FAIR Manufacturers and direct producers, importers and exporters, agents, cooperative associations, governmental agencies, bureaus and departments, transportation companies or agencies, and others directly concerned with international trade will exhibit at this exposition. The following categories are of interest to people in the home furnishings field; fabrics; leather goods, smoker's accessories, food, home furnishings, hardware, appliances and utensils, radio, television instruments, garden equipment and supplies, building materials and supplies and so on. About two-thirds of the exhibitors will be foreign. Textile and furniture exhibits will be concentrated in Navy Pier along with other consumer goods merchandise. Other exhibits will be at the International Amphitheatre, Coliseum and Arena. Contact: Paul Roberts, Room 10136 Merchandise Mart, Chicago 54, Illinois.	UNITED STATES TRADE FAIR MDSE. MART, CHICAGO, ILL.	FOUR EXHIBIT HALLS CHICAGO, ILLINOIS
Tuesday Aug. 8	ANNUAL OUTING The annual outing and golf tournament will be held at the Rye Wood Country Club in Westchester County. Contact: Arthur Nodine, WI. 7-2500.	CURTAIN & DRAPERY CLUB	RYE WOOD CTY. CLUB
Aug. 8- Aug. 12	49TH STATE GIFT & ART SHOW, HOTEL STATLER, ST. LOUIS, MISSOURI. CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO, ILLINOIS.		
Aug. 12	CHICAGOLAND MUSIC FESTIVAL, CONTACT: PHILIP MAXWELL, CHICAGO TRIBUNE.		
Aug. 13- Aug. 16	PORTLAND GIFT SHOW, PORTLAND HOTEL, PORTLAND, OREGON. CONTACT: KAY LEBER, DIRECTOR, 1355 MARKET ST., SAN FRANCISCO, CALIF.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GARDEN AND GALLERY NEWS</u>			
Thursday June 29 Just out	TWO PLANT BOOKS The third edition of "Succulent Plants of New and Old World Desserts," by E. J. Alexander, with 100 illustrations, bound in paper, is 50¢. Also "Flora of the Unicorn Tapestries", a booklet by E. J. Alexander and Carol E. Woodward has been recently reprinted, 25¢. Contact: Dorothy E. Hansell, N.Y. Botanical Garden, LU. 4-8500.	N.Y. BOTANICAL GARDEN	BRONX PARK, N.Y.

Friday June 30- Aug. 13	ART EXHIBIT The first definitive exhibition in the United States of the works of Edvard Munch will occupy the entire 3rd floor. It is being circulated to 10 major museums throughout the country by the Institute of Contemporary Art in Boston in collaboration with the Norwegian Government. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
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TELEVISION NEWS

Thursday June 29 10:00 A.M.- 11:00 A.M.	TELEVISION PROGRAM KATHI NORRIS SHOW Mr. Collins of Ken-Tile will demonstrate the Ken-Tile kit, showing how the housewife can lay tile herself. Publicity: Lois Braun, PL. 3-1742.	WNBT CHANNEL 4	NBC 30 ROCKEFELLER PL.
Wednesday July 5 1:15 P.M.- 2:00 P.M.	RADIO PROGRAM On Nancy Craig's program, Frederic H. Rahr, noted color consultant, will discuss color in home furnishings. This is a local and network program. Publicity: Patricia Stevens, PL. 8-3168.	WJZ	30 ROCKEFELLER PL.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below.

Flair, 488 Madison Avenue, New York 22, N. Y. MU. 8-0300.

Editor, Mrs. Gardner Cowles; Home Living Director, John Peters; Assistant to Mr. Peters, Edmund Motyka; Food Assistant to Mr. Peters, Helene Walker; Merchandise Editor for Fashions and Home, Lucia Foreman; Assistants in Home Department, Gladys Litt and Kay C. Jones.

Liberty Magazine, 37 West 57th Street, New York 19, N. Y.
This magazine has suspended publication as of June 21, 1950.

EDITORIAL REQUIREMENTS

For Bertha's Homemaker, 126 S. Fourth St., Las Vegas, Nevada.

This monthly house organ, published for the first time this month, is designed to increase sales for Bertha's Decorative Home Furnishings, a store selling fine china and glassware, gifts, and decorative accessories. They are not interested in pictures but want brief (not over 700 words) stories to help customers make a wiser selection or find greater satisfaction in the use of the store's lines. Only professional writers need submit stories. Style follows New York Times Style Book as published in N.I.A. Handbook for Writers. This publication buys about 1000 words per issue. Address Bertha McConnell, Editor.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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